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Website: <http://cd5.lacity.org>

Email: Paul.Koretz@lacity.org



PAUL KORETZ
Councilmember, Fifth District

City Hall Office:
200 N. Spring Street
Room 440
Los Angeles, CA 90012
(213) 473-7005
(213) 978-2250 Fax

Valley Office:
15760 Ventura Blvd.
Suite 600
Encino, CA 91436
(818) 971-3088
(818) 788-9210 Fax

West L.A. Office:
6380 Wilshire Blvd.
Suite 800
Los Angeles, CA 90048
(323) 866-1828
(323) 852-1129 Fax

January 29, 2018

Dear Melrose Avenue Property Owner:

Over the past four (4) years, we have been very fortunate to have the Melrose Business Improvement District ("Melrose BID") performing services along Melrose Avenue for the benefit of the commercial properties located within its boundaries. These services have attracted customers to the area and have helped to revitalize its businesses. We have learned that by working together, tremendous positive results can be achieved. There is, however, still much more to be done. That is the reason I'm writing to support the renewal of the Melrose BID and urge you to do so as well.

The Melrose BID performs services over and above those that the City provides. These services include: Security Ambassador Services, daily street-level homeless services coordination, sidewalk litter control and trash collection, weekly street sweeping, graffiti and sticker removal, social media, marketing and promotions, parking management, and advocacy of local property owner interests before the City Council.

The Melrose BID Board has a number of exciting new plans for the future as well. Among these are the implementation of a \$4 Million MTA Grant for Melrose Avenue improvements and, possibly, creation of a Farmers' Market. My office, Council District 5, will be an active supporter of such efforts to improve our community. District renewal is a prerequisite for those plans to become a reality. The most important next step you can take right now to enhance business and property values on Melrose Avenue is to sign a petition and vote to renew the Melrose BID.

Sincerely,

PAUL KORETZ
Councilmember, 5th District